

## ONLINE JOB SEARCH

### **\*\*Instructions for the trainer are in bold and caps**

*Online Job Search* is a two hour course that will provide students with strategies to conduct an effective online job search. Students will learn how to access job sites on the web, use job search engines, and fill out online applications. The course also includes a self-evaluation of skills and tips on how to guard the jobseeker's privacy during the job search.

**PRIOR TO CLASS:** Instructor opens the following:

PowerPoint Presentation

Career Self Assessment Activity

Career Profile Activity

Career Objective Activity

Online Job Application

Job Search Journal

**INTRODUCE** yourself and ask the students to introduce themselves to one another.

**ASK** about their expectations... ie: "What do you hope to learn today?"

**DISPLAY** Online Job Search PowerPoint presentation on overhead. Students take notes in student handbook (dotted lines are provided in the handbook for this purpose) when necessary. **ENCOURAGE** students to stop you if they have any questions.

**STATE & DISPLAY** Objectives:

- Identify the steps for an effective job search;
- Complete, discuss, and analyze the results of personality, career interest assessments;
- Research current and emerging fields related to personal interest areas;
- Determine the impact of technology on careers of personal interest;
- Identify skills that can be transferable among a variety of careers;
- Evaluate the impact of positive and negative personal choices, including use of electronic communications such as social networking sites; and
- Complete sample job applications.

- Evaluate career interests and abilities
- Evaluate job search engine strategies

**ASK AND DISCUSS** the following questions:

- What are the reasons for a job search? (career change, laid off, returning to work, first-time worker)
- How did you (or someone you know) get a job in the past?
- How has the internet changed the job hunt process (jobs posted online, networking opportunities have expanded globally, more competition for jobs, email is a necessary communication tool)

**EXPLAIN AND DISCUSS** what a modern job hunter needs.

The following list should be presented as the “job search toolkit:”

1. Internet access
2. Professional E-mail address
3. Resume (how to create and distribute)
4. Organizational System (calendar, contact list, application log)
5. Time
6. Positive attitude

### **EXPLAIN AND DISCUSS**

What is **networking** and why is it important to the job search?

**ASK** students to identify people in their network

- Family
- Friends
- Current and former co-workers
- Church and social organizations
- Recreational groups
- Former teachers and classmates
- **DISCUSS** ways to approach people in your network for help. Consider HOW you contact someone in your network (email, phone, letter, etc.)
- **BRAINSTORM** ways to increase the size of your network:
  - Join professional organizations
  - Staffing agencies

- Contact companies directly
- Volunteer/Intern
- The internet
  - Social media (Facebook, LinkedIn)
  - Personal blog/website/online portfolio
  - Use a professional email address e-mail for communication
  - Browse and contribute to professional forums
  - Be careful what you put online!

**PRESENT** the job hunt steps in detail

1. SELF ASSESSMENT

**DO** the *Career Self Assessment Activity (Handbook pg 83 or electronic version)*.

Explain the difference between INTRINSIC (values, personality, interests) and EXTRINSIC (skills, education, financial needs) factors. Ask students to look at the list of intrinsic factors and identify the ones that are most important to them. Discuss the findings as a group. Then look at the technical and interpersonal skills and ask students to identify their strengths and weaknesses. (15 minutes)

2. RESEARCH

**DO** the *Career Profile Activity (Handbook pg 86 or electronic version)*

**OPEN** up the **Occupational Outlook Handbook** ([www.bls.gov/ooh](http://www.bls.gov/ooh)) in a web browser. **CHOOSE** an example occupation (i.e. dentist) and **SHOW** students how to answer these career research questions:

- What is the state of the industry?
- What kinds of positions are available?
- What are the working conditions/culture like (and do they match your own values)?
- What are the educational requirements? What is the typical salary?

**ASSIGN** a variety of occupations to students to search for on the Occupational Outlook Handbook. Students will use the information they find to answer the questions in the Career Profile Activity. (15 minutes)

3. CAREER OBJECTIVE

**DO** *Career Objective Activity (Handbook pg 87 or electronic version)*

**EXPLAIN:** You can combine findings from the self assessment and your research to develop a career objective. **ASK** students to consider: “What do I need to do to meet my career objective?” **DISCUSS:** each of the following with the class:

- Skills: What skills does the job require? What skills do I have? What do I have to do to get those skills?
- Sacrifices: Do I need to invest money in education? Will I have to take night or weekend classes? Am I willing to relocate? Etc.
- Network: Who do I need to talk to/meet Do I know someone who can help me?
- Physical stuff: targeted resumes, portfolio, calendar, business card, cover letter, references (10 minutes)

#### 4. FINDING JOB OPENINGS

**OPEN** one of the online job boards below in a browser and **EXPLAIN** and **DEMONSTRATE** search strategies (keywords, location, salary, etc.):

[Monster.com](https://www.monster.com)

[indeed.com](https://www.indeed.com)

[careerbuilder.com](https://www.careerbuilder.com)

**INSTRUCT** students to open the job board on their computers and **PRACTICE SEARCHING** for various job titles, keywords, locations etc. (15 minutes)

**REVIEW** other ways to apply for jobs.

- Posting resume online (careful of what information you share)
- Sign up for e-mail job alerts
- Networking online and in person
- Staffing agency (apply online)
- Volunteer/Internship

**OPEN AND COMPLETE** [practice online application](#) (15 minutes)

**REVIEW** ways to be safe when job hunting online

#### 5. FOLLOW-UP

**DEMONSTRATE** how to keep a job application log. (*Handbook pg 88*) (less than 5 minutes)

**DISCUSS** the importance of following up after applying for a job.

Instructor Notes:.....

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Certificate of Completion & [EOC Survey http://training.connectednation.org/landing](http://training.connectednation.org/landing)

Get the whole class working on the Every Community Online Survey and call them up one at a time to print their Certificate of Completion.

Depending on the students ability levels you can either:

*Fairly Independent Students:* Have students open the certificate of completion, select the line where their name goes and type in their own name, save it to a thumb drive and bring it to you to print. OR

*Beginner Level Students:* Have each student come up to you and type their own name in place of the preselected text and tell them how to print the certificate.